

# Call for Chapters

## Base of the Pyramid Markets in Latin America & the Caribbean: Innovation and challenges to sustainability

### Editors

Prof. **Ximena Rueda Fajardo**, Universidad de los Andes, Colombia

Prof. **Marlen Gabriele Arnold**, Chemnitz University of Technology, Germany

Prof. **Stefan Gold**, University of Kassel, Germany

Dr. **Judy Muthuri**, Nottingham University Business School, UK

### Important Dates

Proposal Submission Deadline: 31st January 2019

Invitation for chapter submission: 31st March 2019

**Full chapter submission: 30th September 2019**

Review process: 1st October 2019 – 30th November 2019

Review results to chapter authors: 1st November 2019 – 31st December 2019

Revised chapter submission from chapter authors: 15th March 2020

Final acceptance to chapter authors: 30th April 2020

Submission of final chapters to editor: 30th June 2020

### Scope and Topics

The BOP markets book – focussing on Latin America & the Caribbean – covers theoretical perspectives and themes and various aspects of BOP markets in Latin America & the Caribbean. Thus, this book contributes with a profound understanding of BOP markets in Latin America & the Caribbean and presents valuable insights on how the private sector can work together with other stakeholders to develop and operationalize economically viable business models in BOP markets while contributing to sustainable development. Deep inequality, violence and rapid urbanization are some of the greatest challenges the region is confronting. Latin America & the Caribbean also possesses large tracks of land that harbour rich cultural and biological diversity, but also offered opportunities for agricultural expansion to feed a growing and more affluent global population. Private actors such as multinationals, small- and medium-sized enterprises and entrepreneurs have a critical role to play in achieving the Sustainable Development Goals agenda as laid down by United Nations in September 2015. Yet, BOP markets face unique challenges and private sector alone cannot orchestrate the sustainable value creation activities. Multidimensional collaboration between various stakeholders, deep consumer behaviour insights, community-driven product, process and value chain design, knowledge and capabilities transfer - all of these are elements of the puzzle which still needs to be entangled in order to alleviate poverty and create economic development aligned with principles of sustainable development.

Therefore, the book focuses on critical reflections on ongoing theories and practices in light of BOP markets as well as challenges in Latin America & the Caribbean that have to be addressed. The following book structure highlights the main outline. Thus, wide and vivid impression of ongoing challenges and fruitful solutions presented as critical, analytical and empirical studies, concepts and interviews or roundtable discussion are highly welcome! Contributors are welcome to submit chapters on the following topics:

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| <p>A. <b>BOP markets</b> – core innovations, business models, main stakeholders and actors involved and sustainable performance, critical concepts and reflection</p> <p>B. <b>Drivers and barriers of BOP markets</b> - institutional voids and mechanisms to fill them in, government role and international intervention, business model as strategies to fill in institutional</p> |
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gaps, scaling social and economic impact

- C. **Roles, cooperation and structure in BOP markets** – frugal innovation networks, consumer behaviour, value co-creation and cross-sector collaboration, the role of multinationals, innovation and knowledge capabilities, value co-creation and cross-sector collaboration, women empowerment
- D. **Design, integration, innovation and change of BOP markets** – frugal engineering, product and service innovation, intellectual property and global standards, sustainable supply chain at the BOP

## Submission Procedure

Researchers and practitioners are invited to submit a chapter proposal clearly explaining the chapters' outline, goal, design and outcome of his or her proposed chapter. Please submit the proposal (one to three pages) directly to the volume editor and until **31<sup>st</sup> January 2019**. Authors will be notified about the review feedback **by 31<sup>st</sup> March 2019** the latest.

Authors with accepted proposals will get the chapter guidelines and asked to **submit full chapters by 30<sup>th</sup> September 2019**. All submitted chapters will pass through a double-blind review.

## Publisher

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## Questions

Questions or inquiries can be sent directly to the volume editor Prof. Ximena Rueda Fajardo (x.rueda@uniandes.edu.co).